IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant

: Ismail K. Labeeb

Confirmation No

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Art Unit

: 2421

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Examiner

: Parra, Omar S.

Title:

METHOD AND APPARATUS FOR DELIVERY OF TELEVISION

PROGRAMS AND TARGETED DE-COUPLED ADVERTISING

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Sir:

This Amendment is responsive to the Non-Final Office Action mailed October 6, 2009 in the above-identified patent application, which is timely due, with two month extension, March 8, 2010 (March 6, 2010 being a Saturday). Accordingly, this response is deemed to be timely filed. Entry of this amendment is respectfully requested. Should there be any fees due and owing with respect to this response, the Office is authorized to charge such fees to deposit account no. 50-3208. Please enter the following remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.